



Media buying
Ads Manager



Dashboard

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Ads Manager

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My Creatives

+ New Ad

+ New Ad Campaign

Media Settings

Ads Manager



This section will be populated once you launch your first media buying campaign.

+ New Ad Campaign



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Search by asset name



Load preset



1 Aug, 2025 – 1 Sep, 2025



Edit Columns



Refresh



Manage Selected



On/Off

Asset Name

Status

Latest Actions

Budget

Amount Spent

ROAS

Cost Per Purchase



Turba Media – Campaign Ao01
SYD CBD washing machine -
Sales - 2025-10-13



500.00 AUD

8,794.05 AUD

34.77

31.52 AUD



> Acquisition

330.00 AUD

5,453.83 AUD

26.64

39.24 AUD



> Reengagement

20.00 AUD

734.37 AUD

31.98

29.58 AUD



> Retargeting

150.00 AUD

2,605.85 AUD

35.15

34.42 AUD



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Manage Selected

On/Off	Asset Name	Status	Latest Actions	Budget	Amount Spent	ROAS	Cost Per Purchase
☐	Turba Media – Campaign Ao01 SYD CBD washing machine - Sales - 2025-10-13			500.00 AUD	8,794.05 AUD	34.77	31.52 AU
☐	Acquisition			330.00 AUD	5,453.83 AUD	26.64	39.24 AU
☐	Turba Media - Interest Targeting - Acquisition - Auto...	Completed		230.00 AUD	3,053.81 AUD	28.89	36.12 AU
☐	Turba Media - Broad Targeting - Acquisition - Auto...	Limited Learning		100.00 AUD	4,502.02 AUD	26.64	39.24 AU
☐	Reengagement			20.00 AUD	734.37 AUD	31.98	29.58 AU
☐	Turba Media - Facebook Fans - Reengagement - A...	Limited Learning		20.00 AUD	734.37 AUD	31.98	29.58 AU
☐	Retargeting			150.00 AUD	2,605.85 AUD	35.15	34.42 AU
☐	Turba Media - Website Visitors - Retargeting - Auto...	Completed		130.00 AUD	2,398.85 AUD	35.24	35.24 AU



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On/Off	Asset Name	Status	Latest Actions	Budget	Amount Spent	ROAS	Cost Per Purchase
☐	Turba Media – Campaign Ao01 SYD CBD washing machine - Sales - 2025-10-13			500.00 AUD	8,794.05 AUD	34.77	31.52 AU
☐	Acquisition			330.00 AUD	5,453.83 AUD	26.64	39.24 AU
☐	Turba Media - Interest Targeting - Acquisition - Auto...	Completed		230.00 AUD	3,053.81 AUD	28.89	36.12 AU
☐	Washer 4 (women cu)				115.85 AUD	29.12	36.12 AU
☐	Washers 3 (reunite the pair)				77.70 AUD	26.64	39.24 AU
☐	Washer 1 (ready for a laundry)				566.63 AUD	28.34	37.14 AU
☐	Washer 2 (generic close up)				1,945.12 AUD	30.15	34.98 AU
☐	Washers 5 (video) (soft landing)				348.51 AUD	29.12	36.12 AU
☐	Turba Media - Broad Targeting - Acquisition - Auto...	Limited Learning		100.00 AUD	4,502.02 AUD	26.64	39.24 AU
☐	Reengagement			20.00 AUD	734.37 AUD	31.98	29.58 AU



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On/Off	Asset Name	Status	Latest Actions	Budget	Amount Spent	ROAS	Cost Per Purchase
☐	Turba Media – Campaign Ao01 SYD CBD washing machine - Sales - 2025-10-13			500.00 AUD	8,794.05 AUD	34.77	31.52 AUD
☐	Acquisition			330.00 AUD	5,453.83 AUD	26.64	39.24 AUD
☐	Reengagement			20.00 AUD	734.37 AUD	31.98	29.58 AUD
☐	Turba Media - Facebook Fans - Reengagement - A...	Limited Learning		20.00 AUD	734.37 AUD	31.98	29.58 AUD
☐	Washer 2 (generic close up)				115.85 AUD	29.12	36.12 AUD
☐	Washers 5 (video) (soft landing)				77.70 AUD	26.64	39.24 AUD
☐	Washer 4 (women cu)				566.63 AUD	28.34	37.14 AUD
☐	Retargeting			150.00 AUD	2,605.85 AUD	35.15	34.42 AUD



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On/Off	Asset Name	Status	Latest Actions	Budget	Amount Spent	ROAS	Cost Per Purchase
☐	Turba Media – Campaign Ao01			500.00 AUD	8,794.05 AUD	34.77	31.52 AUD
☐	SYD CBD washing machine - Sales - 2025-10-13						
☐	Acquisition			330.00 AUD	5,453.83 AUD	26.64	39.24 AUD
☐	Reengagement			20.00 AUD	734.37 AUD	31.98	29.58 AUD
☐	Retargeting			150.00 AUD	2,605.85 AUD	35.15	34.42 AUD
☐	Turba Media - Website Visitors - Retargeting - Auto...	Completed		150.00 AUD	2,605.85 AUD	35.15	34.42 AUD
☐	Washer 4 (women cu)				141.89 AUD	29.12	36.12 AUD
☐	Washer 1 (ready for a laundry)				169.73 AUD	26.64	39.24 AUD
☐	Washers 3 (reunite the pair)				405.08 AUD	28.34	37.14 AUD
☐	Washers 5 (video) (soft landing)				606.58 AUD	26.64	39.24 AUD



Media Settings

✓

 Manage Selected ▼

 Refresh

Revenue

305,801.00 AUD

145,273.00 AUD

12,023.00 AUD

148.505.00 AUD



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Search by asset name



Load preset



Set Period

Edit Columns



On/Off

Ass

Today

Yesterday

Last 3 days

Last 7 days

Last 14 days

Last 30 days

This week

Last week

This month

Last month

August

2025



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Cancel

Apply



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Ad Set Storyline

[Back to Ads Manager](#)

Acquisition

Super lookalike

1 Sep, 2025 – 4 Sep, 2025

< Previous Ad Set

> Next Ad Set

< Previous Week

> Next Week

Key Metrics								Ad Set Average	Acquisition Average
	Tue Aug 5	Wed Aug 6	Thu Aug 7	Fri Aug 8	Sat Aug 9	Sun Aug 10	Mon Aug 11		
ROAS (All)	28.79	16.47	9.32	28.87	31.05	39.21	31.08	0.85	0.82
Amount Spent	271.02 AUD	260.21 AUD	388.16 AUD	394.61 AUD	342.64 AUD	239.25 AUD	160.87 AUD	298.25 AUD	279.14 AUD
Revenue	5,002.98 AUD	7,090.08 AUD	4,928.92 AUD	4,780.42 AUD	3,128.61 AUD	5,280.12 AUD	8,200.94 AUD	7,442.90 AUD	7,390.41 AUD
Cost per Web Purchase	24.12 AUD	30.18 AUD	3.53 AUD	73.59 AUD	43.53 AUD	30.17 AUD	21.58 AUD	3.29 AUD	3.21 AUD
CPM	16.02 AUD	17.18 AUD	18.54 AUD	21.61 AUD	17.54 AUD	16.68 AUD	16.05 AUD	16.91 AUD	16.81 AUD

Lagging Indicators

Cost per Unique Outbound Clicks	0.28 AUD	0.25 AUD	0.21 AUD	0.28 AUD	0.18 AUD	0.15 AUD	0.12 AUD	0.21 AUD	0.17 AUD
Cost per Website Add to Cart	0.58 AUD	0.52 AUD	0.48 AUD	0.55 AUD	0.39 AUD	0.32 AUD	0.29 AUD	0.44 AUD	0.36 AUD
Add to Cart Value / Amount Spent	0.18	0.2	0.18	0.15	0.25	0.3	0.35	0.23	0.24

Content Performance

CTR	2.20%	2.50%	2.80%	2.30%	3.10%	3.50%	3.90%	2.90%	3.00%
Frequency	1.3	1.2	1.3	1.4	1.1	1	1.2	1.2	1.2



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Manage Selected

Ad Set

Amount Spent

>

\$70.00

Apply



On/Off	Asset Name	Learning Phase	Latest Actions	Budget	Results	Amount Spent	ROAS
☒	Turba Media – Campaign La01 – Sales					46,941.00 AUD	
☒	Acquisition			500.00 AUD		11,416.98 AUD	
☒	Super looklike 2			Turba Media – Super looklike – Acquisition – Auto-Placement – 18-64 – All-Genders			

ROAS



Purchases



Revenue



Lifetime Value



Select Ad Creatives For Super Looklike – Acquisition Stage

Search by name or tags



Select All

☒ Image Ad 1



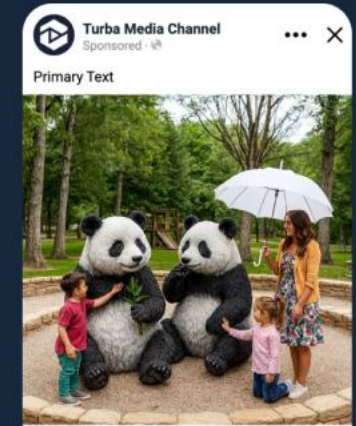
☒ Image Ad 2



☒ Image Ad 3



☐ Image Ad 4



FORM

Headline

Description

Sign up

Like

Comment

Tours

Seasonal

Used

FORM

Headline

Description

Sign up

Like

Comment

Tours

Seasonal

Used

FORM

Headline

Description

Sign up

Like

Comment

Tours

Seasonal

Not used

FORM

Headline

Description

Sign up

Like

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Tours

Seasonal

Not used

☐ Image Ad 5

Turba Media Channel

Sponsored · 🇺🇸

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Primary Text



FORM

Headline

Description

Sign up

Like

Comment

Tours

Seasonal

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☐ Image Ad 6

Turba Media Channel

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Primary Text



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Headline

Description

Sign up

Like

Comment

Tours

Seasonal

Not Used

☐ Image Ad 7

Turba Media Channel

Sponsored · 🇺🇸

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Primary Text



FORM

Headline

Description

Sign up

Like

Comment

Tours

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☐ Image Ad 8

Turba Media Channel

Sponsored · 🇺🇸

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×

Primary Text



FORM

Headline

Description

Sign up

Like

Comment

Tours

Seasonal

Used

Back

✓ Save



▼  Broad targeting 1

Turba Media – Broad targeting – Acquisition – Auto-Placement – 18-64 – All-Genders



▼  Infrequent gold customers 1

Turba Media – Infrequent gold customers – Acquisition – Auto-Placement – 18-64 – All-Gen



Thank you for using Turba Media

We build it so you can
show us how to use it.